

WINNING THE ISSUES NATIONAL BRAND SURVEY
1000 RVs
December 28-29, 2017

A. In thinking about next year's election for Congress, based on a scale of 1 to 9, where 1 is that you will not be voting and 9 is that you will absolutely be voting, how likely are you to vote in that election?

MEAN: 7.96

- 1. Generally speaking, would you say things in the country are headed in the right direction, or are things seriously headed off on the wrong track?**

1. Right Direction	39
2. Don't Know	13
3. Wrong Track	48

- 2. Overall would you say that you approve or disapprove of the job Donald Trump is doing as President?**

1. Approve	41
2. Don't know	9
3. Disapprove	50

For each of the following, do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable impression? (ROTATE 3-4, then 5-6)

	NAME ID	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NO OPINION
3. Republicans in Congress	100	35	58	6
4. Democrats in Congress	99	40	54	6
5. Donald Trump	100	42	54	4
6. Nancy Pelosi	97	30	56	11

7. Which of the following issues would you say is most important to you in deciding how to vote for Congress? (ROTATE)

1. Education	4
2. Social Security	11
3. Retirement and Investments	2
4. Terrorism	7
5. Health care	20
6. The Economy	18
7. Jobs	4
8. Taxes	6
9. Crime and Safety	2
10. Environment/Climate Change	4
11. National Defense/Foreign Affairs	5
12. National Deficit/Spending	5
13. Energy	*
14. Gas prices	1
15. Immigration	6
16. Other	2
17. Prescription Drugs	4
18. Don't know	1

Which party do you have more confidence in to handle each of the following issues - (ROTATE) the Republican Party or the Democratic Party? (ROTATE LIST BELOW Q8-12)

	REPUBLICAN	DEMOCRAT
8. The Economy	46	40
9. Jobs	44	41
10. Taxes	42	42
11. Health care	38	47
12. Defense/terrorism	49	35

13. If the elections were held today for US Congress in your state, would you be more likely to vote for (ROTATE) the Republican candidate or the Democrat candidate? (ROTATE answer options 1 and 3)

1. Republican	37
2. Lean Republican	4
3. Undecided	13
4. Lean Democrat	4
5. Democrat	43
TOTAL REPUBLICAN	40
TOTAL DEMOCRAT	47

14. In thinking about the role of people like you in the political and public policy discourse about issues, do you think your voice is heard effectively?

1. Yes	24
2. No	61
3. Don't Know	15

15. Overall would you say that you approve or disapprove of the job Congress is doing?

1. Approve	23
2. Disapprove	63
3. Don't know	14

16. In thinking more specifically about how the economy is doing, which comes closer to your view? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1. The economy is getting better, but the rate of progress is still unacceptable	34
2. The economy is getting better, and the rate of progress is acceptable	34
3. The economy is not getting better	26
4. Don't Know	6

17. Which one of these four candidate qualities matters most in deciding how you vote for Congress? (ROTATE)

1. Can bring needed change	31
2. Cares about people like me	28
3. Has the right experience	8
4. Has good judgment	29
5. Don't Know	5

On a scale of 1-9 with 1 being not important at all, 3 being somewhat important, 5 being important, 7 being very important and 9 being extremely important, how important is each of the following issues or items to you in deciding how to vote for Congress? (ROTATE LIST 18-35)

	MEAN
18. The economy and jobs	7.27
19. Outsourcing of jobs overseas	5.95
20. President Obama's health care plan/health care	6.04
21. Issues related to women, such as equal pay	5.82
22. Reproductive issues such as abortion and contraception	5.52
23. Taxes/making sure the wealthy pay their fair share	6.64
24. Foreign policy/terrorism/ISIS/situation in the Middle East	6.83
25. Immigration and border security	6.27
26. Allegations of Donald Trump ties to Russia	4.88
27. Disrupting the status quo/drain the swamp	5.60
28. Need to get things done in Washington and get the parties to work together	7.03
29. Allegations of ethics scandals in the Trump White House	5.12
30. North Korea	6.81
31. Climate change	5.43
32. Cost of living	6.89
33. Sexual harassment of women	5.97
34. DACA (Deferred Action for Childhood Arrivals)	5.29
35. The tax reform plan recently passed by Congress	6.65

36. Recently there was a special election to fill a US Senate seat in Alabama. Can you name which party won that election? (ROTATE 1-2)

1. Republicans	9
2. Democrats	75
3. Didn't follow the election	9
4. Don't Know	7

Please tell me if you think the following description applies to (ROTATE) Republicans in Congress or Democrats in Congress. (ROTATE 37-39)

37. Represents the middle class

1. Republicans in Congress	31
2. Democrats in Congress	48
3. Don't Know	21

38. Represents the status quo

1. Republicans in Congress	35
2. Democrats in Congress	36
3. Don't Know	30

39. Can bring needed change

1. Republicans in Congress	36
2. Democrats in Congress	37
3. Don't Know	27

40. Generally speaking, would you say the public discourse about politics and issues is headed in the right direction, or are things seriously headed off on the wrong track?

1. Right Direction	29
2. Wrong Track	55
3. Don't Know	17

41. Do you favor or oppose the tax reform plan recently passed by Congress?

1. Favor	41
2. Oppose	42
3. Don't Know	17

42. Do you think that this plan will or will not lower taxes for people like you?

1. Will	38
2. Will not	46
3. Don't Know	16

For each of the following specific policies that are part of the new tax reform plan, please rate each one in terms of how you think each one could help you personally, with 1 being that the policy would not help you at all and 9 being that it would be very helpful to you. (ROTATE LIST 43-55)

43. Lowers the individual tax rates for low and middle income Americans to 0%, 10%, 12%, 22% 24%, 32%, 35% and 37% so that people can keep more of their own money	6.23
44. Significantly increases the standard deduction from \$6500 to \$12,000 for individuals and \$13,000 to \$24,000 for married couples	6.26
45. Eliminates special interest deduction and loopholes	5.03
46. Preserves the home mortgage interest deduction for existing mortgages and maintains the home mortgage interest deduction for newly purchased homes up to \$750,000	5.18
47. Establishes a limit of \$10,000 for deductions of state and local taxes	4.43
48. Retains retirement savings options such as 401Ks and Individual Retirement Accounts (IRAs)	6.00
49. Lowers the corporate tax rate from 35% to 21%	4.17

50. Reduces taxes on small businesses through a 20 percent business income deduction	4.69
51. Increases the child tax credit from \$1,000 to \$2,000	4.38
52. Improves savings vehicles for education by allowing families to use 529 accounts to save for elementary, secondary and higher education	4.25
53. Eliminates the individual mandate to purchase health insurance as required by the Affordable Care Act, sometimes referred to as Obamacare	4.70
54. Provides relief for Americans with expensive medical bills by expanding the medical expense deduction for 2017 and 2018 for medical expenses exceeding 7.5% of adjusted gross income	5.18
55. Allows you to file your taxes on a form as simple as a postcard	5.59

56. The policies in the previous section are a part of the tax plan recently passed by Congress. Knowing this, now do you favor or oppose the new tax plan?

1. Favor	48
2. Oppose	36
3. Don't Know	17

57. Now having read the provisions of the plan, do you think that this plan will or will not lower taxes for people like you?

1. Will	46
2. Will not	39
3. Don't Know	15

58. Who would you agree with more? (ROTATE)

1. The Republican who says that about half the voters in the country consider themselves living paycheck to paycheck, and this is not acceptable. In addition to closing loopholes, the new tax reform plan will provide families with an increase in personal income, help with cost of living, and give them greater ability to save for the future and retirement.	47
2. The Democrat who says the Republican tax plan would give away massive tax cuts to the rich, including over one billion dollars in tax cuts for Trump himself. The last thing we need is for the tax code to be even more rigged in favor of millionaires, billionaires and corporate insiders. We should demand not one penny of tax cuts should go to big corporations and rich people.	42
3. Don't Know	11

59. Who would you agree with more? (ROTATE)

1. The Republican who says that about half the voters in the country consider themselves living paycheck to paycheck, and this is not acceptable. In addition to closing loopholes, the new tax reform plan will provide families with an increase in personal income, help with cost of living, and give them greater ability to save for the future and retirement.	47
2. The Democrat who says the Republican tax plan would increase the deficit by over 1 trillion dollars.	41
3. Don't Know	13

60. Republicans say that under the new tax reform plan, the typical family of four earning \$73,000 will save an additional \$2,059 a year on their taxes.

Knowing this, now do you favor or oppose the new tax plan?

1. Favor	52
2. Oppose	31
3. Don't Know	17

61. Who do you agree with more? (ROTATE)

1. Republicans who say that the plan will provide \$2,059 in tax savings to the average family of four	44
2. Democrats who say that under this plan, it will raise taxes on the middle class and by 2027, everyone earning less than \$75,000 on average would face a tax increase	42
3. Don't Know	14

62. Who do you agree with more? (ROTATE)

1. Republicans who say the plan will provide \$2,059 in tax savings to the average family of four	43
2. Democrats who say the plan repeals the individual mandate of the Affordable Care Act (Obamacare), and 13 million people will lose their health insurance	44
3. Don't Know	13

COMPELLING REASONS

You will be shown a list of statements made by supporters and opponents of the new tax reform plan.

Here is a brief series of statements made by those who support the new tax reform plan. For each of the following statements, do you find that statement to be not compelling at all, somewhat not compelling, neutral, somewhat compelling, or a very compelling statement to support the new tax reform plan.

(ROTATE LIST 63-70)

63. Through this tax reform plan, people will be able to keep more of their hard earned money, and families will get a break through the enhanced child tax credit.

1. Not compelling	12
2. Somewhat not compelling	8
3. Neutral	20
4. Somewhat compelling	29
5. Very compelling	31
TOTAL COMPELLING	60
TOTAL NOT COMPELLING	20

64. The corporate tax rate will finally be at a competitive level that will help us create jobs of the future here in the United States.

1. Not compelling	17
2. Somewhat not compelling	10
3. Neutral	20
4. Somewhat compelling	27
5. Very compelling	26
TOTAL COMPELLING	53
TOTAL NOT COMPELLING	27

65. After years of a stalled economy and stagnant wages, tax reform will help generate the type of economic growth that has been lacking.

1. Not compelling	18
2. Somewhat not compelling	7
3. Neutral	23
4. Somewhat compelling	24
5. Very compelling	27
TOTAL COMPELLING	52
TOTAL NOT COMPELLING	25

66. The plan repeals the Obamacare individual mandate, an unfair tax that burdens middle class families.

1. Not compelling	19
2. Somewhat not compelling	9
3. Neutral	20
4. Somewhat compelling	21
5. Very compelling	30
TOTAL COMPELLING	52
TOTAL NOT COMPELLING	28

67. The plan includes provisions such as significantly increasing the standard deduction, doubling the child tax credit, and lowering overall tax rates.

1. Not compelling	11
2. Somewhat not compelling	6
3. Neutral	21
4. Somewhat compelling	31
5. Very compelling	32
TOTAL COMPELLING	62
TOTAL NOT COMPELLING	17

68. The average family of four will receive \$2,059 in tax savings.

1. Not compelling	13
2. Somewhat not compelling	8
3. Neutral	19
4. Somewhat compelling	30
5. Very compelling	31
TOTAL COMPELLING	61
TOTAL NOT COMPELLING	20

69. For those living paycheck to paycheck, this plan will help them have more money in their pocket to manage cost of living and save for the future and retirement.

1. Not compelling	12
2. Somewhat not compelling	8
3. Neutral	19
4. Somewhat compelling	29
5. Very compelling	32
TOTAL COMPELLING	61
TOTAL NOT COMPELLING	20

70. Nine out of ten Americans will be paying less taxes.

1. Not compelling	11
2. Somewhat not compelling	7
3. Neutral	19
4. Somewhat compelling	27
5. Very compelling	36
TOTAL COMPELLING	63
TOTAL NOT COMPELLING	18

Here is a brief series of statements made by those who oppose the new tax reform plan. For each of the following statements, do you find that statement to be not compelling at all, somewhat not compelling, neutral, somewhat compelling, or a very compelling statement to oppose the new tax reform plan.

(ROTATE LIST 71-78)

71. Republicans are the party of the rich and powerful, against the middle class.

1. Not compelling	26
2. Somewhat not compelling	9
3. Neutral	22
4. Somewhat compelling	17
5. Very compelling	26
TOTAL COMPELLING	43
TOTAL NOT COMPELLING	35

72. President Trump admitted that cutting the corporate tax rate was probably the biggest factor in their plan.

1. Not compelling	16
2. Somewhat not compelling	8
3. Neutral	26
4. Somewhat compelling	22
5. Very compelling	29
TOTAL COMPELLING	51
TOTAL NOT COMPELLING	23

73. This plan repeals the individual mandate under the Affordable Care Act also known as Obamacare, meaning that 13 million people will lose their health insurance.

1. Not compelling	20
2. Somewhat not compelling	11
3. Neutral	21
4. Somewhat compelling	18
5. Very compelling	30
TOTAL COMPELLING	49
TOTAL NOT COMPELLING	31

74. Corporations will get a massive, permanent tax break, but individuals will get small and temporary ones.

1. Not compelling	18
2. Somewhat not compelling	12
3. Neutral	19
4. Somewhat compelling	20
5. Very compelling	31
TOTAL COMPELLING	51
TOTAL NOT COMPELLING	30

75. By 2027, 83% of the middle class will be paying more in taxes or get a cut of less than \$100.

1. Not compelling	21
2. Somewhat not compelling	10
3. Neutral	20
4. Somewhat compelling	17
5. Very compelling	31
TOTAL COMPELLING	49
TOTAL NOT COMPELLING	31

76. The plan eliminates the deduction for state and local income taxes, which will hurt middle class families.

1. Not compelling	17
2. Somewhat not compelling	11
3. Neutral	22
4. Somewhat compelling	23
5. Very compelling	26
TOTAL COMPELLING	50
TOTAL NOT COMPELLING	28

77. By 2027, this plan will raise taxes on everyone earning \$75,000 or less.

1. Not compelling	19
2. Somewhat not compelling	11
3. Neutral	21
4. Somewhat compelling	19
5. Very compelling	30
TOTAL COMPELLING	49
TOTAL NOT COMPELLING	30

78. The top 1% of income earners will reap 83% of the benefits in the plan.

1. Not compelling	19
2. Somewhat not compelling	10
3. Neutral	21
4. Somewhat compelling	15
5. Very compelling	34
TOTAL COMPELLING	50
TOTAL NOT COMPELLING	30

79. After reading these statements, now do you favor or oppose the new tax reform plan?

1. Favor	45
2. Oppose	40
3. Don't Know	16

80. As part of the new tax reform plan, the corporate business tax rate was lowered from 35% to 21%. Which statement do you agree with more? (ROTATE)

1. By lowering the corporate tax rate from the highest in the world at 35% down to 21%, America will now be more competitive with the rest of the world, which will help keep companies in the US and create jobs here.	48
2. This was a corporate giveaway that gives corporations a massive, permanent tax break, but individuals will get small and temporary ones.	41
3. Don't Know	11

81. Do you believe or not believe this statement?: If Democrats take back the majority in the House of Representatives and Senate in the 2018 elections, they will repeal most of the provisions that have just been passed in the tax reform plan.

1. Believe	59
2. Do not believe	20
3. Don't Know	21

82. Now that tax reform has passed, which one of the following issues should Congress focus on next? (ROTATE)

A. What is your first choice?

B. What is your second choice?

	FIRST CHOICE	SECOND CHOICE	COMBINED ANSWERS
1. Infrastructure	23	20	43
2. Repeal of the Affordable Care Act (Obamacare)	17	14	30
3. Regulatory reform of Dodd Frank	3	4	6
4. Entitlement/welfare reform	12	21	33
5. Cost of living	31	23	54

6. Something else (SPECIFY)	9	6	14
7. Don't Know	6	7	13

Now just a few demographic questions for statistical purposes only—

83. In what year were you born?

1. 18-34	17
2. 35-44	19
3. 45-54	21
4. 55-64	21
5. 65+	22

84. Generally speaking, do you consider yourself (ROTATE) a Republican, a Democrat, an Independent, or something else?

1. Republican	33
2. Democrat	37
3. Independent	24
4. Other	5
5. Don't Know	1

85. If you had to classify yourself, would you say you are very liberal, somewhat liberal, moderate, somewhat conservative or very conservative in your political beliefs?

1. Very Liberal	11
2. Somewhat Liberal	15
3. Moderate	38
4. Somewhat Conservative	19
5. Very Conservative	16
6. Don't Know	1

86. Are there children in your household under the age of 18 years old?

1. Yes	32
2. No	68
3. Don't Know	*

87. What is your current marital status?

1. Single, never married	23
2. Married	59
3. Separated	2
4. Divorced	13
5. Widowed	4
6. Don't Know	*

88. What is the annual income of your household before taxes? Is it...

1. Less than 15K	7
2. 15K-30K	14
3. 30K-50K	21
4. 50K-75K	19
5. 75K-100K	16
6. 100-200K	18
7. Over 200K	3
8. Don't Know	2

89. What is your religion?

1. Evangelical/Fundamentalist Protestant	17
2. Mainline Protestant	15
3. Catholic	28
4. Jewish	3
5. Mormon	1
6. Atheist/Agnostic	12
7. Other	21
8. Don't Know	4

90. What is your race?

1. Hispanic	9
2. African-American	11
3. Asian	4
4. White	73
5. Other	2
6. Don't Know	1

91. Do you or anyone in your household belong to a labor union?

1. Yes	14
2. No	85
3. Don't know	1

92. What was the last grade of school that you completed?

1. Did not complete high school/High school graduate	19
2. Some college or associate degree	31
3. College graduate	31
4. Postgraduate study	19
5. Don't Know	-

93. What is your employment status?

1. Employed, full time	42
2. Employed, part-time	7
3. Unemployed	6
4. Self-employed	7
5. Homemaker	8
6. Student	3
7. Retired	26
8. Don't Know	*

94. Many people consider themselves “living paycheck to paycheck” in terms of their personal financial situations. Do you consider yourself to be in that category?

1. Yes	53
2. No	44
3. Don't know	3

95. Many people consider themselves only 400 dollars away from financial crisis. Do you consider yourself to be in that category?

1. Yes	36
2. No	59
3. Don't know	5

96. Do you consider yourself to be part of the “middle class”?

1. Yes	66
2. No	28
3. Don't know	6

97. In last November's presidential election, for which presidential candidate did you vote? (ROTATE answer options 1-2, then 3-4)

1. Donald Trump, the Republican candidate	43
2. Hillary Clinton, Democratic candidate	40
3. Gary Johnson, the Libertarian candidate	5
4. Jill Stein, the Green Party candidate	2
5. Other (SPECIFY)	2
6. Did not vote in presidential race	7
7. Don't Know	1

98. What type of area do you live in? (TAKEN FROM SAMPLE)

1. Urban	28
2. Suburban	50
3. Rural	22

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	14
2. South	31
3. Midwest	21
4. Plains/Mountains	19
5. West Coast	14